

COOPERATIVE OPPORTUNITIES

2011 INDIANA TOURISM



Turkey Run State Park



Fair Oaks Farm



Perfect North Slopes

Tourism.IN.gov

Dear Tourism Partners,

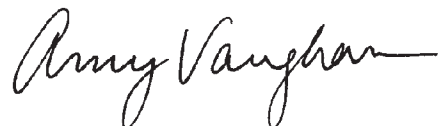
Thank you for your consideration of the 2011 Indiana Office of Tourism Development (IOTD) Cooperative Advertising Program. The goal of our co-op advertising program is to **provide assistance** to Indiana attractions and businesses in media planning and placement through **research, placement and subsidy**. The Indiana Office of Tourism Development builds the cooperative advertising program by examining industry research to determine markets, mediums and placement dates.

We are very pleased to continue to offer the online lead generation program for 2011. This program was very successful in generating online leads in different trip type categories for less than \$1 per lead. Participation in this program is available to an unlimited number of partners. We are very pleased to offer a program in which many partners can participate. Additionally, please do note the changes to the **permission email advertising program**. The IOTD permission email program is **refined, targeted and providing excellent, proven results**.

For additional information on the 2011 Indiana Office of Tourism Development Cooperative Advertising Program and to place media, please contact your regional account executive. A contact list of regional account executives appears at the end of the cooperative media sales materials.

Thanks for your support. I look forward to working with you to market Indiana's tourism industry.

Best regards,



Amy Vaughan
Director
Indiana Office of Tourism Development

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COOPERATIVE ADVERTISING OPPORTUNITIES: MAGAZINE



Arthur Frommer's Budget Travel

Arthur Frommer's Budget Travel (AFBT) magazine is a national consumer magazine offering practical, service-oriented coverage of domestic and international vacations. Each month, AFBT provides more opportunities than any other travel magazine for readers to tell us exactly what they are looking for in a vacation, plus their best insider tips. AFBT has a unique give-and-take relationship with more than 2.4 million readers, providing advertisers with the opportunity to connect with consumers who are truly involved in the magazine.

Published: 10 issues/year + 2 issues/year of *Girlfriend Getaways*

Circulation: 170,680 (Midwest Special Section)

Reader Profile: Median age 58, Median HHI \$80,648, Any college+ 75%, Male 36%, Female 64%, Median value of home \$259,807, Married 64%,

Professional/Manager 36%, Take domestic trips 70%, Average domestic vacation expenditures \$1,756

AD SIZE: 1/6 page full color (2.125" x 4.125"); 1/3 page ad (4.5" x 4.125") equals purchase of two 1/6 page ads

ISSUE

April (Midwest Special Section)

September (Midwest Special Section)

MATERIALS DEADLINE

December 3, 2010

May 6, 2011

AVAILABLE UNITS

6

6

Rate Card Cost: \$2,988

IOTD Co-op Offer: \$1,850

Rate Card Savings: 38%

All artwork should be submitted through Advertiser Portal.



Cincinnati Magazine

Cincinnati Magazine is a monthly, paid circulation publication serving the 15 counties that together make Cincinnati USA. Publishing for nearly 42 years with a focus on service, city/regional issues, and lifestyle topics for an upscale audience, *Cincinnati Magazine* showcases the region's brightest writers, editors, designers, illustrators and photographers. Cincinnati Magazine has been nominated for and won many awards for excellence in publishing, including BEST MAGAZINE IN OHIO (2008, 2009 & 2010) by the Cleveland Press Club.

Published: Monthly

Circulation: 39,333

Reader Profile: 60% Female/40% Male, Median Age 54.7, Average Annual Household Income \$219,000, Average Net Worth \$1.285 million, 80% have professional/managerial titles or positions / 91% have attended college.

AD SIZE: 1/6 page full color (2.25" x 4.125"); 1/3 page ad (4.75" x 4.125") equals purchase of two 1/6 page ads

ISSUE

June

August

MATERIALS DEADLINE

February 11, 2011

April 8, 2011

AVAILABLE UNITS

6

6

Rate Card Cost: \$ 1,287.75

IOTD Co-op Offer: \$800

Rate Card Savings: 38%

All artwork should be submitted through Advertiser Portal.

Contact your RAE for order placement. Submit all materials via Advertiser Portal.

COOPERATIVE ADVERTISING OPPORTUNITIES: MAGAZINE



Indianapolis Monthly

Indianapolis Monthly is a magazine for Indiana life, entertainment, interior decorating, apparel, nostalgia, business and government (city/state). It critiques restaurants, vacation areas and local events.

Published: Monthly

Circulation: 44,000

Reader Profile: Median age 42, Median HHI \$118,200, Any college+ 89%, Male 40%/Female 60%, Home owners 94%, Average net worth \$802,500, Professional 40%

AD SIZE: 1/6 page full color (2.25" x 4.125"); 1/3 page ad (4.75" x 4.125") equals purchase of two 1/6 page ads

ISSUE

April

May

August

MATERIALS DEADLINE

December 3, 2010

January 7, 2011

April 8, 2011

AVAILABLE UNITS

6

6

6

Rate Card Cost: \$1,200

IOTD Co-op Offer: \$800

Rate Card Savings: 33%

All artwork should be submitted through Advertiser Portal.



Midwest Living

Midwest Living reaches 4.1 million affluent, traveling Midwesterners who turn to our magazine for their travel inspiration. As a tourism advertiser, you will receive leads to these visitors so you can contact the right people at the right time. Further, the Indiana co-op page will be featured on DestinationMidwestLiving.com for advertising partners' online extension of their creative. Co-op partners will have a pop-up photo, copy, link, and social media features to expand their advertising message. Indiana readership reaches 86,000 subscribers – which is the fifth highest ranking for subscriptions – the top four states with the most subscribers to *Midwest Living* happen to be each of the states surrounding Indiana.

Midwest Living Published: Bi-monthly

Circulation: 950,000

Reader Profile: Median age 52, Median HHI \$68,500, College degree 65%, Home owners 84.3%, Children in household 41.1%, Average vacation expenditures \$1,813 domestically

AD SIZE: 1/6 page full color (2.25" x 4.125"); 1/3 page ad (4.75" x 4.125") equals purchase of two 1/6 page ads

ISSUE

May/June

July/Aug.

Sept./Oct.

MATERIALS DEADLINE

January 7, 2011

March 11, 2011

May 13, 2011

AVAILABLE UNITS

12

6

6

Rate Card Cost: \$14,490

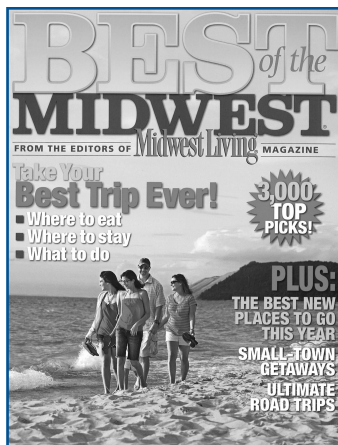
IOTD Co-op Offer: \$5,750

Rate Card Savings: 60%

All artwork should be submitted through Advertiser Portal.

Contact your RAE for order placement. Submit all materials via Advertiser Portal.

COOPERATIVE ADVERTISING OPPORTUNITIES: MAGAZINE



Best of the Midwest 2011

Best of the Midwest 2011 is Midwest Living's annual summer publication. This premium priced travel guide sold during the summer months (March through September) is available on newsstands in all twelve Midwestern states. *Best of the Midwest* is filled with everything Midwesterners need to vacation throughout the Midwest.

Best of Midwest Published: Annually

Circulation: 140,000

Reader Profile: Median age 52, Median HHI \$69,900, College degree 68%, Home owners 91%, Children in household 40.9%, Average vacation expenditures \$1,813 domestically

AD SIZE: 1/6 page full color (2.25" x 4.125"); 1/3 page ad (4.75" x 4.125") equals purchase of two 1/6 page ads

ISSUE

Best of the Midwest

MATERIALS DEADLINE

December 3, 2010

AVAILABLE UNITS

12

Rate Card Cost: \$3,080

IOTD Co-op Offer: \$2,500

Rate Card Savings: 19%

All artwork should be submitted through Advertiser Portal.

COOPERATIVE ADVERTISING OPPORTUNITIES: ONLINE

Online Lead Generation Program

IOTD offers an online lead generation campaign utilizing keyword search beginning February 1, 2011. The campaign will be optimized weekly based on cost per lead, cost per click and retargeting.

Here's how it works. When a consumer clicks on the keyword from search activity, they are directed to a landing page that includes required fields for brochure dissemination. The user will enter the required information and select each category of information they would like to receive. Four categories will be available for selection. Consumer may select as many categories as they choose. When each category is hovered over, the list of advertisers that have purchased that category will drop down to give the user an idea of what information they will receive. After the form is submitted, the user will receive a confirmation email listing the organizations that will be sending information. Advertisers will receive physical mailing addresses for brochure dissemination only.

Category Selection

- Family Fun
- Outdoor Recreation
- Small Town Experience
- Museums and Galleries

The minimum media budget for this campaign is \$30,000. This media budget will be placed without a minimum number of partners. However, if more than 15 partners participate, the media allocation will increase incrementally.

Deadline for participation: November 9, 2010

Cost to participate: \$2,000 per category

Lead delivery: Via email

Maximum number of participants:

No maximum; however, a minimum of three participants are required for each category.

Submit materials for this program to your RAE.



Contact your RAE for order placement.

ONLINE ADVERTISING OPPORTUNITIES: VISITINDIANA.COM

VisitIndiana.com

VisitIndiana.com is the official consumer website of the Indiana Office of Tourism Development and incorporates IOTD's brand and focus on consumer-friendliness, ease of navigation and search engine effectiveness.

Website usability and conversion research by TNS

- 71% of VisitIndiana.com users are considering a trip to Indiana, 50% actually travel.
- Users prioritize the site's features to emphasize trip ideas, value and festivals & events.

Weekly Homepage Feature

Formerly the homepage editorial content on VisitIndiana.com, Indiana tourism industry partners now have the opportunity to purchase real estate on the VisitIndiana.com homepage for featured discounts, festivals & events, restaurants, outdoor recreation, attractions and shopping destinations.

- Advertisers may select the week(s) of the 2011 calendar year they would like to promote either of these items.
- Advertising is limited to one space per week.
- Presence on the homepage will include a photograph, headline (5 words/32 characters), descriptive copy (10 words/70 characters) and click thru to the full discount or event listing on VisitIndiana.com.
- During the period of January-June 2010, the VisitIndiana.com homepage received an average of 241,652 page views per month.
- Cost:

Season	Weeks	No. Weeks	Price Per Week
Winter	1 thru 9	9	\$300.00
Spring	10 thru 17	8	\$600.00
Summer	18 thru 35	18	\$750.00
Fall	36 thru 43	8	\$600.00
Holiday	44 thru 52	9	\$500.00

Contests

For one calendar month in 2011, your contest can be included on VisitIndiana.com. The contest section will describe prize giveaways and contest details, featuring a logo, photo and website address. Consumers click thru to the contest entry page and submit lead information. Contest entries will be collected and provided as a raw lead database by IOTD at the end of the contest month. The winner(s) will be selected at random and designated at the end of the contest.

- Contests are lead generating.
- During the period January-June 2010, month-long VisitIndiana.com contests generated an average of 2,253 raw leads per contest. Nearly 65% of individual contest page views were converted to leads.
- There are four contests available each month. Placement order of the contests is determined on a first-come, first-served basis.

Rate per Month: \$2,550

All artwork should be submitted through Advertiser Portal.

ONLINE ADVERTISING OPPORTUNITIES: VISITINDIANA.COM

Brochure Ad

Brochures are featured via direct link from homepage. Orders of brochure will be sent weekly via email for fulfillment. Allow three weeks for brochure ads to go live on VisitIndiana.com if submitted after January 1.

VisitIndiana.com brochure ads are available to purchase anytime throughout 2011.

- **Rate: \$1,450**

[All artwork should be submitted through Advertiser Portal.](#)

Brochure Order Email Confirmation Message

VisitIndiana.com provides consumers with the opportunity to request information on specific locations and attractions by ordering information brochures. Upon brochure request, consumers view a confirmation page on VisitIndiana.com once the order is complete and receive a confirmation email.

For one calendar year, a targeted message can be featured on each region's confirmation page on VisitIndiana.com and at the bottom of the order confirmation e-mail to consumers. **Availability is limited to one message per region, per year.** The order confirmation message includes a 300-character (50-word) message and website link.

- **Rate per Year, per Region: \$1,000**

[All artwork should be submitted through Advertiser Portal.](#)

Trip Planner Listing

- Trip Planner listings advertise attractions, campgrounds, festivals, information centers, lodging facilities, recreation establishments, restaurants and shops on VisitIndiana.com throughout 2011.
- Information will include a description, phone number and website link. Add photo for \$50.
- A Trip Planner Listing includes one (1) 85 X 85 pixel photo (1.18" x 1.18"), a 150-character (20-word) message and a website link.
- Allow three weeks for listings to go live on VisitIndiana.com after January 1.
- VisitIndiana.com listings are available for purchase anytime throughout 2011.
- **Rate: \$150**
- **Add photo: \$50**

[All artwork should be submitted through Advertiser Portal.](#)

Things to Do Search Ad

- Consumers may plan their trip via the Things to Do search function of VisitIndiana.com.
- Per quarter, a photo listing can be featured just below the search results on the Things to Do search page.
- Four ads will appear per page load. Two sets of ads will rotate each quarter.
- Availability is limited to eight Things to Do ads per quarter.
- Advertiser will receive 50% share of voice.
- A Things To Do ad includes one (1) 65 pixel x 85 pixel photo (.902" x 1.18"), a 150-character (20-word) message and a website link.
- **Rate per Quarter: \$800**
- **Rate per Year: \$2,400**

[All artwork should be submitted through Advertiser Portal.](#)

Contact your RAE for order placement. Submit all materials via Advertiser Portal.

Hotel and Accommodations Search Ad

- Consumers may navigate and pick lodging opportunities via the Hotel and Accommodations search function of VisitIndiana.com.
- Per quarter, a photo listing can be featured just below the search function on the Hotel and Accommodations search page.
- Four ads will appear per page load. Two sets of ads will rotate each quarter.
- Availability is limited to eight Hotel and Accommodations ads per quarter.
- Advertiser will receive 50% share of voice.
- A Hotel and Accommodations ad includes one (1) 65 pixel x 85 pixel photo (.902" x 1.18"), a 150-character (20-word) message and a website link.
- **Rate per Quarter: \$800**
- **Rate per Year: \$2,400**

All artwork should be submitted through Advertiser Portal.

Free Travel Discount Listing

Submit your packages or coupons via Ad Portal for placement on VisitIndiana.com. Allow three weeks for posting. This free service is available throughout the year.

Free Festival and Event Listing

Submit your festival or event via Ad Portal for placement on VisitIndiana.com. Allow three weeks for posting. This free service is available throughout the year.

ONLINE ADVERTISING OPPORTUNITIES: CONSUMER EMAIL PROGRAM

The IOTD created consumer e-communications program provides Indiana travel information to consumers who have requested it. The information is delivered in three monthly emails: the Big Idea, the Big Deal and the Big To Do. Editorial calendar and frequency of communication are based on email research done early 2010. Banner ad placement and email design will be determined by continued email research to be completed in late 2010.

The Big Idea: Banner Ad

- Rate: \$2,500 per month
- IOTD deploys “The Big Idea” permission email to nearly 44,000 loyal subscribers monthly. Advertisers have the opportunity to include a camera-ready banner ad and have exclusive banner advertising rights to the month selected. Banner ads will click through to the website of advertisers’ choice. IOTD will provide stats reporting that includes: emails delivered, emails opened, open rate and banner ad clicks.
- Advertiser banner ad placement will be determined by research to be conducted in late 2010. Alternative banner ad placement is being explored to maximize effectiveness with redesigned emails. The focus of the banner ad placement is impressions, but increasing click thru rate is a primary goal of the redesign.
- Only one banner is available for purchase each month. The month is reserved on a first-come, first-served basis.

The Big Deal: Banner Ad

- Rate: \$750 per month
- IOTD deploys “The Big Deal” permission email to nearly 9,000 loyal subscribers monthly. Advertisers have the opportunity to include a camera-ready banner ad and have exclusive banner advertising rights to the month selected. Banner ads will click through to the website of advertisers’ choice. IOTD will provide stats reporting that includes: emails delivered, emails opened, open rate and banner ad clicks.
- Advertiser banner ad placement will be determined by research to be conducted in late 2010. Alternative banner ad placement is being explored to maximize effectiveness with redesigned emails. The focus of the banner ad placement is impressions, but increasing click thru rate is a primary goal of the redesign.
- Only one Ad is available for purchase each month. The month is reserved on a first-come, first-served basis.

The Big Deal: Featured Deal

- Rate: \$500 per month
- IOTD deploys “The Big Deal” permission email to nearly 9,000 loyal subscribers monthly. Advertisers have the opportunity to include a featured discount or package to appear at the top of the email send. Placement is limited to one featured deal per month. Featured deals will click through to the website of advertisers’ choice. IOTD will provide stats reporting that includes: emails delivered, emails opened, open rate and featured deal clicks.
- Only one Featured Deal is available for purchase each month. The month is reserved on a first-come, first-served basis.

The Big To Do Banner Ad

- Rate: \$750 per month
- IOTD deploys “The Big To Do” permission email to nearly 8,000 loyal subscribers monthly. Advertisers have the opportunity to include a camera-ready banner ad and have exclusive banner advertising rights to the month selected. Banner ads will click through to the website of advertisers’ choice. IOTD will provide stats reporting that includes: emails delivered, emails opened, open rate and banner ad clicks.
- Advertiser banner ad placement will be determined by research to be conducted in late 2010. Alternative banner ad placement is being explored to maximize effectiveness with redesigned emails. The focus of the banner ad placement is impressions, but increasing click thru rate is a primary goal of the redesign.
- Only one Ad is available for purchase each month. The month is reserved on a first-come, first-served basis.

The Big To Do: Feature To Do

- Rate: \$500 per month
- IOTD deploys “The Big To Do” permission email to nearly 8,000 loyal subscribers monthly. Advertisers have the opportunity to include a featured to do to appear at the top of the email send. Placement is limited to one featured to do per month. Featured to dos will click through to the website of advertisers’ choice. IOTD will provide stats reporting that includes: emails delivered, emails opened, open rate and banner ad clicks.
- Only one featured To Do is available for purchase each month. The month is reserved on a first-come, first-served basis.

ADVERTISING OPPORTUNITIES: ARTWORK REQUIREMENTS

All artwork should be submitted through Advertiser Portal.

Co-op Magazine:

- Reader service information
- Submit full-color files

Email Banner:

- One Image (PDF, JPG, GIF, EPS – minimum 72 dpi)
- Banner size: TBD

Weekly Homepage Feature:

- One image (JPG, GIF, PNG – minimum 72 dpi)
- Headline copy (5 words/32 characters)
- Descriptive copy (10 words/70 characters)
- Features existing Things To Do trip planner listing including discounts, festivals & events, restaurants, outdoor recreation, attractions and shopping destinations

Contest Material Checklist:

- One logo (JPG, TIF, GIF, EPS, PDF)
- Up to two images (PDF, JPG, GIF, EPS – minimum 72 dpi)
- 600-characters (100-words) including prize details, black-out dates and dollar value
- Website address
- The number of winners to be selected at the end of the contest – provide the number of winning prizes that will be given away at the end of the contest
- The e-mail address to receive all of the entries (leads) at the end of the contest
- Minimum Prize Value: \$100

Brochure Order Confirmation:

- 300-characters (50-words) message
- Website address

Things To Do and Hotel and Accommodations Search Ads:

- 150-characters (20-word) message
- One image – (PDF, JPG, GIF, EPS–minimum 72 dpi)
- Website address

Brochure Ad:

- 200-characters (25-words)
- Brochure art
- Ad copy

Online Monthly Deadlines:

Date materials due in Ad Portal

January.....	November 9, 2010
February	December 7, 2010
March	January 4, 2011
April	February 8, 2011
May	March 8, 2011
June	April 5, 2011
July	May 10, 2011
August.....	June 7, 2011
September.....	July 12, 2011
October	August 9, 2011
November	September 6, 2011
December	October 4, 2011

REGIONAL ACCOUNT EXECUTIVES: CONTACT INFORMATION

North

Terri Grabill

North Region Account Executive
PO Box 588
110 West Waterford St.
Wakarusa, IN 46573
P: 574.862.1434
F: 574.862.1979
nitdc2@frontier.com

East and West

Kelleen Larkey

East and West Region Account Executive
MWM, Inc.
5607 E 1000 S-92
Roanoke, IN 46783
P: 260.410.4073
F: 260.396.2375
larkey@embarqmail.com

Central

Katy Cavaleri

Central Region Account Executive
Magnify Marketing, LLC
PO Box 124
Whiteland, IN 46184
P: 317-535-4291
F: 317-535-9707
kcavaleri@embarqmail.com

South Central and South

Darla S. Blazey

South Central and South
Region Account Executive
PO Box 165
Jasper, IN 47547-0165
P: 812.482.5761
F: 812.482.9730
dblazey@insightbb.com

WEEKLY CALENDAR

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	3 Jan 2011	4	5	6	7	8	9
2	10	11	12	13	14	15	16
3	17	18	19	20	21	22	23
4	24	25	26	27	28	29	30
5	31	1 Feb	2	3	4	5	6
6	7	8	9	10	11	12	13
7	14	15	16	17	18	19	20
8	21	22	23	24	25	26	27
9	28	1 Mar	2	3	4	5	6
10	7	8	9	10	11	12	13
11	14	15	16	17	18	19	20
12	21	22	23	24	25	26	27
13	28	29	30	31	1 Apr	2	3
14	4	5	6	7	8	9	10
15	11	12	13	14	15	16	17
16	18	19	20	21	22	23	24
17	25	26	27	28	29	30	1 May
18	2	3	4	5	6	7	8
19	9	10	11	12	13	14	15
20	16	17	18	19	20	21	22
21	23	24	25	26	27	28	29
22	30	31	1 Jun	2	3	4	5
23	6	7	8	9	10	11	12
24	13	14	15	16	17	18	19
25	20	21	22	23	24	25	26
26	27	28	29	30	1 Jul	2	3
27	4	5	6	7	8	9	10
28	11	12	13	14	15	16	17
29	18	19	20	21	22	23	24
30	25	26	27	28	29	30	31
31	1 Aug	2	3	4	5	6	7
32	8	9	10	11	12	13	14
33	15	16	17	18	19	20	21
34	22	23	24	25	26	27	28
35	29	30	31	1 Sep	2	3	4
36	5	6	7	8	9	10	11
37	12	13	14	15	16	17	18
38	19	20	21	22	23	24	25
39	26	27	28	29	30	1 Oct	2
40	3	4	5	6	7	8	9
41	10	11	12	13	14	15	16
42	17	18	19	20	21	22	23
43	24	25	26	27	28	29	30
44	31	1 Nov	2	3	4	5	6
45	7	8	9	10	11	12	13
46	14	15	16	17	18	19	20
47	21	22	23	24	25	26	27
48	28	29	30	1 Dec	2	3	4
49	5	6	7	8	9	10	11
50	12	13	14	15	16	17	18
51	19	20	21	22	23	24	25
52	26	27	28	29	30	31	1 Jan 2012